

## Message Text

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21

ACTION COME-00

INFO OCT-01 EA-11 ISO-00 AID-20 CIAE-00 EB-11 FRB-02

INR-10 NSAE-00 RSC-01 TRSE-00 XMB-07 OPIC-12 SPC-03

CIEP-02 LAB-06 SIL-01 OMB-01 CEA-02 NSC-10 SS-20

STR-08 DRC-01 /129 W

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P 030615Z JAN 74

FM AMEMBASSY CANBERRA

TO SECSTATE WASHDC PRIORITY 2257

UNCLAS CANBERRA 0046

E.O. 11652: N/A

TAGS: BEXP, AS

SUBJ: EXPORT PROMOTION QUESTIONNAIRE

REF: STATE 238844

1. EMBASSY HAS OBTAINED FOLLOWING INFORMATION FROM  
EXPORT PROMOTION DIVISION, DEPARTMENT OF OVERSEAS TRADE  
IN RESPONSE TO REFTEL.

2. SURVEY MISSIONS. SINCE 1954 AUSTRALIA HAS SENT 34  
SURVEY MISSIONS OVERSEAS , 9 OF WHICH WERE GENERAL AND 25  
SPECIALIZED. COSTS VARY WITH DESTINATION AND MAKEUP.  
RECENT 12- MAN GENERAL MISSION TO SOVIET UNION, FOR EXAMPLE,  
COST APPROXIMATELY US\$55,000, 49 PERCENT OF WHICH WAS FOR  
TRAVEL, 12PERCENT FOR ACCOMMODATION AND MEALS, 3.5 PERCENT  
FOR ALLOWANCES , 16 PERCENT FOR ENTERTAINMENT, 11 PERCENT  
FOR PUBLICITY AND 9 PERCENT FOR MISCELLANEOUS EXPENSE.

HOWEVER , COST OF A 6- MAN SPCLIALIZED MISSION TO THAILAND  
AND THE PHILIPPINES WAS US\$27,000. 45 PERCENT WAS FOR  
TAVEL, 13 PERCENT FOR ACCOMMODATION AND MEALS, 3 PERCENT  
FOR ALLOWANCES , 8 PERCENT FOR ENTERTAINMENT , 18 PERCENT FOR  
PUBLICITY AND 13 PERCENT FOR MISCELLANEOUS EXPENSES.

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EFFECTIVENESS IMPOSSIBLE TO MEASURE, IN TANGIBLE TERMS,

ALTHOUGH DOT REPRESENTATIVE STATED HIS DEPARTMENT GENERALLY PLEASED. RESULTS ARE DISSEMINATED THROUGHOUT AUSTRALIAN BUSINESS COMMUNITY BY MEANS OF PRINTED REPORTS AS WELL AS BY SEMINARS AND SPEAKING ENGAGEMENTS BY MEMBERS OF INDIVIDUAL MISSIONS. HE ALSO STATED THAT SINCE MEMBERS OF SURVEY MISSIONS APPOINTED BY MINISTER AND FULL COSTS PAID BY GOVERNMENT, MEMBERSHIP TENDED TO BE HIGHER QUALITY THAN IN CASE OF INDUSTRY-ORGANIZED SELLING MISSIONS.

3. TRADE SHIPS. THIS CONCEPT HAS NOT BEEN USED IN AUSTRALIA SINCE 1965. BETWEEN 1958 AND 1965 5 TRADE SHIP MISSIONS WERE ORGANIZED TO COUNTRIES OF SOUTHEAST ASIA AND THE SOUTHWEST PACIFIC AS WELL AS JAPAN. PRINCIPAL OBJECTION WAS "VERY HIGH COSTS", MAINLY IN CHARTER FEES. FOR EXAMPLE, TOTAL COST OF LAST SUCH MISSION WHICH TRAVELLED TO THE SOUTHWEST PACIFIC WAS THE EQUIVALENT OF US\$250,000, ONE-HALF OF WHICH WAS FOR CHARTER OF VESSEL "SLETHOLM." COST OF MISSION ON BOARD "CENTAUR" TO SOUTHEAST ASIA IN 1964 WAS US\$27,000 PER EXHIBIT/DAY. INITIATIVE FOR ORGANIZATION THESE MISSIONS WAS FROM NON-GOVERNMENT COMMERCIAL BODIES AND NO INTEREST HAS BEEN SHOWN FOR NEARLY 10 YEARS. SINCE RECORDS LONG RETIRED TO ARCHIVES DOT REP UNABLE DISCUSS BENEFITS THIS PROGRAM BUT SURMISED IN VIEW LACK OF INTEREST THEY FAR OUTWEIGHED BY COSTS.

4. THERE APPEAR TO BE NO UNIQUE OR ESPECIALLY EFFECTIVE EXPORT TECHNIQUES IN AUSTRALIA TO REPORT. INVENTORY ESSENTIALLY SIMILAR ON SMALLER SCALE TO THAT AVAILABLE IN U.S., NO ONE ITEM OF WHICH HAS PROVED TO POSSESS SPECIALLY EFFECTIVE QUALITIES.

5. COMPLETE LISTING OF AUSTRALIAN TRADE AND SURVEY MISSIONS SINCE 1954 ALONG WITH SAMPLING OF FINAL MISSION REPORTS BEING POUCHED JANUARY 4 UNDER COVER OF AIRGRAM, ATTENTION USDOC OFFICE OF ECONOMIC RESEARCH.  
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